



# **CITY OF NEWPORT BEACH SPECIAL EVENTS ADVISORY COMMITTEE**

## **AGENDA**

**MEETING DATE:** Thursday, November 12, 2009

**TIME:** 4:00 PM

**PLACE:** Visit Newport Beach Conference Room,  
(formerly CVB)  
1200 Newport Center Drive, Suite 120

1. Call to Order
2. Self Introductions
3. Review and Approve Minutes of October 1, 2009 (Attachment)
4. Discussion of Proposed Criteria for Funding (Attachment)
5. Start Discussion of Application Form and Process
6. Comments from the Public
7. Set Next Meeting Date
8. Adjourn to Next Meeting

CITY OF NEWPORT BEACH  
SPECIAL EVENTS ADVISORY COMMITTEE MEETING  
City Council Conference Room  
October 1, 2009, 4 p.m.

**Draft Minutes**

X – In attendance

A - Absent

**Members**

X	Laura Davis, Fashion Island	X	Marshall Topping, Topping Events, Inc.
X	Janis Dinwiddie, Dinwiddie Events	X	Judith Brower Fancher, Brower, Miller & Cole
X	Kim Severini, Visit Newport Beach, Inc.	X	Jim Donnell, Citivest, Inc.
X	Kirwan Rockefeller, U.C. Irvine		

**Staff Present**

Sharon Wood, City of Newport Beach, Assistant City Manager  
Leigh DeSantis, City of Newport Beach, Economic Development Administrator  
Loretta Walker, Visit Newport Beach, Inc., Director of Administration as Recording Secretary

**Others Present**

No others were present at this meeting.

**Call to Order**

Laura Davis, Chairperson, called the meeting to order at 4:05 p.m.

**Self Introductions**

All members introduced themselves and gave a brief overview of their businesses.

**Brown Act**

Leigh DeSantis gave all members copies of "Open & Public IV: A Guide to the Ralph M. Brown Act." The basic thrust of this publication is that public business should be conducted in a public place and meeting agendas must be posted and be available to the public. Also, conversations or gatherings outside of a public meeting at which local agency business is discussed or transacted violate the Brown Act. This would include the use of email to discuss agency business.

**Committee's Role**

Laura Davis gave out copies of the roles and responsibilities of the Special Events Advisory Committee for all to read, noting that the committee's mission is to provide evaluation assistance when public support for special events is proposed and to provide professional marketing guidance on the merits of special events and their benefit to the community.

Sharon Wood pointed out that the committee is to recommend criteria to the City Council to be used in evaluating future requests for City support of an event, evaluate the benefits of special events and provide the City Council with professional advice on how the benefits relate to the support being requested. The Council's decision on funding is made when they adopt the budget in June. At present, the City does not have a designated sum of money for special events and no criteria for funding. The Special Events Committee is to provide a professional review and advice on their decision and the Council will make the final decision. The city attorney can decide

from the criteria set forth by the committee if events are not within the criteria; such as, a store opening that also benefits a charity.

Kirwan Rockefeller said that since he is an officer for the Newport Beach Film Festival, he would be able to share information and answer questions regarding the Film Festival, but could not vote on a recommendation regarding the Film Festival.

#### **Establish a Schedule for Regular Meetings**

Laura Davis suggested that the committee have regularly scheduled monthly meetings and then as needed in preparation for next year's budget. The Committee set a goal of February 2010 to have in place evaluation criteria and application forms.

#### **Master Calendar**

A 2010 Newport Beach Calendar of Events was presented so that a further citywide master calendar of special events can be created. This will provide advice on event coordination throughout the city so that event organizers, city businesses, residents and visitors can derive maximum benefit and minimum impact from such special events in terms of economics, mobility, timing and effectiveness.

This calendar could be shown on the city, chamber of commerce and Visit Newport Beach, Inc. websites.

#### **Discussion of Criteria for Evaluating Applications**

Laura Davis and Kim Severini shared a collection of different cities' criteria being used for special events assistance.

It was suggested that the Committee develop a point system with guidelines to evaluate the benefits of each event so the Committee is as objective as possible. This will protect the city by having more concrete information if requests are turned down.

Kim Severini suggested that the applicants disclose if they are asking for money from other entities, since she and other committee members are aware some of the events that the City is funded are also being funded by other entities.

Before the next meeting committee members will:

- Review all materials and the calendar of events handed out at the meeting
- Send their top criteria for discussion to Leigh DeSantis by October 22nd who will condense it and compile notes for discussion

Judy Fancher will be out of town on November 5<sup>th</sup> but will hand in her criteria to Ms.DeSantis.

#### **Adjourn**

The meeting was adjourned at 5:03 p.m.

#### **Next Meeting**

The next meeting will be on Thursday, November 5<sup>th</sup> at 4 p.m. at TBD

Respectfully submitted by

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Loretta Walker,  
Recording Secretary

**SUGGESTED BASELINE CRITERIA FOR EVALUATING APPLICATIONS**

	KR	KS	JB	MT	JD <sub>i</sub>	JD <sub>o</sub>	LD
1 The funding must be used for running an actual event	x	x	x		x	x	x
2 The event must be free or open to the public (have no cover charge in any form)							
3 The event must be held in a public place (eg park, beach, etc), not on private property						x	x
4 The event must be held within city limits	x	x	x		x	x	x
5 The event must be open to anyone who wishes to attend and not restricted to particular sectors of the community		x	x		x	x	x
6 The event must not be solely for commercial gain or fundraising purposes (eg must have a significant 'free event' component)		x	x				
7 Applications for event funding must not be retrospective at the point of decision making <b>90 days advance/6 months advance</b>			x		x		x
8 (eg the event has already been held and funding would be a reimbursement)						x	
9 The event must be local in nature and can receive funding from no more than two community boards			x		x	x	
10 The event must display city-branded banners and logos and acknowledgements on written material;	x		x		x	x	x
11 "We ask that organizations receiving grant funding please acknowledge the support of the city where appropriate."							
12 The event can be sponsored (if so it should reflect the city's sponsorship policy--all sponsors must be approved).			x		x		x
13 Enhance the city as an exciting place to work, live, visit and enjoy the arts and recreation	x		x		x	x	x
14 Reflect the city's diverse people and cultures	x						x
15 Create a unique identity for the city and enable its expression Enhance City brand	x	x	x			x	x
16 Give the city residents and ratepayers a sense of pride and ownership of those events (return on ratepayer investment)			x		x	x	x
17 Support the use of investment infrastructure							
18 Allow the city's values, beliefs and principles to be expressed (eg protests, celebration, charity events, commemorative events). <b>Not go against</b>			x		x	x	
19 Applicants must obtain required Permits, Insurance, and Police as needed.	x		x			x	x
20 The event must have previously occurred each year for the past two (2) consecutive years.							
21 The event must be in good standing on all previous City invoices.	x	x	x		x	x	x
22 The event must draw a crowd of at least... <b>200, 500</b> , 1000, etc.			x		x	x	x
23 The sponsoring organization must demonstrate the ability to produce a well-planned, safe event.	x	x	x		x	x	x
24 The sponsoring organization demonstrates strong financial management and effective management controls, including cost-effectiveness.	x	x	x		x	x	x
25 The review team will consider the financial and budgetary capabilities of the sponsoring organization,			x		x		x
26 the extent to which City funds will be leveraged with other funding sources, and the need for City funding.						x	
27 Community event grant funding from the City will represent no more than <b>30, 40, ? percent</b> of the total event budget,		x	x		x	x	x
28 including the value of in-kind goods and services but excluding the value of volunteer time.							
29 Higher priority will be given to encouraging new events as well as supporting existing events		x	x				x
30 that have been highly successful in the past, subject to other grant criteria.							
31 Higher priority to existing successful events, while encouraging new events					x		
32 Have a charity partnership					x		x
34 Event request must include a list of other city entity or groups they are seeking financial support from	x	x	x		x	x	x
35 NEW							
36 The event need not always be free, but should be accessible to the community / public	x		x				
37 Submit proof of 501 (c) 3 tax exempt status. Individuals not considered for funding Inc Trust, Ass, or Society	x					x	
38 Complete application form Ans "How do you think this event adds to the quality of life of the City of NB"	x				x		
39 Submit estimated budget detailed summary of other funding source	x					x	
40 Event should have a free to the public component And /or Charity component		x					
41 Event must prove its ability to market and promote the event to the community		x					

42	Funding one year only and state if they will be reapplying in future	x
43	Submit and accurate time schedule for event (and event prep)	x
44	Submit a post event evaluation	x
45	Expend all city grant funds within city limits	x
46	If similar, event is held in other cities by this group, describe that success	x
47	Show evidence that it will bring a ROI to the community. Define it in dollars or benefits or branding	x
48	Describe events target markets	x

# **City of Newport Beach Special Events Advisory Committee**

## **Notes – Proposed Evaluation Criteria for City Support of Special Events Member - Marshall Topping**

### Event Organizer

1. Entity – Private, Non Profit, Charity, Public
2. Experience – previous event experience, financial condition

### Event Type

1. Sports, Culture/Arts, Social, Special Interest, Commercial

### Event History

1. new event / existing event
2. previous locations, [reasons for leaving]
3. event success - attendance, media coverage, growth
4. policing issues, incidents
5. past use of NB financial support, report/audit [how was the money spent]?
6. event history to NB

### Proposed Event

1. Public / Private components
2. Attendance – target #, history, demographic, NB resident participation
3. Free component
4. Duration
5. Long Term Potential
6. Religious / Political components, real or perceived

### Financial Impacts

#### Costs

1. total requested support (all city/public funding)
  - cash vs. in kind services
  - % of total event budget
2. intangible
  - wear and tear
  - negative effects on local businesses
  - potential liabilities

#### Returns

1. tax revenues
  - sales tax, bed tax, fees, parking
2. local business revenues
  - employment, spending / non taxable services,

**Special Events Advisory Committee**  
**Notes – Marshall Topping**

3. Intangibles

- local business loyalty and customer recidivism
- must be current on all city invoices

Image

1. Degree to which recreational and leisure benefits of NB are to be displayed
2. Uniqueness of event, how does it fit in with the desired NB image
3. Media, likely scope of coverage
4. Branding/Marketing of the City of NB, listing as event sponsor
5. Prestige for NB

Impacts

1. Quality of Life for residents +/-
2. Crowding / diminished access of public services for residents
3. Parking / Traffic
4. Public benefit